Non Resident Indians (NRIs) and Overseas Corporate Bodies (OCBs).

Doordarshan revenue collection through advertisements

840. SHRI RAMA MUNI REDDY SIRIGIREDDY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the revenue collection of Doordarshan through advertisements for the last five years;

(b) the number of Channels operated by Doordarshan throughout the country;

(c) the details of Channels' State-wise and Nation-wise; and

(d) the steps Government are takeing to increase the advertisement revenue?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) As per information furnished by Prasar Bharati, the revenue collection of Doordarshan through advertisements for the last five years is as under:—

1996-1997	Rs. 572.72 crores
1997-1998	Rs. 435.35 crores
1998-1999	Rs. 399.32 crores
1999-2000	Rs. 597.19 crores
2000-2001	Rs. 637.51 crores

(b) 21 Sir.

(c) The Details are as under:—

State-wise

1. Kerala	DD-4 Malayalam (RLSC)
2. Tamil Nadu	DD-5 Tamil (RLSC) "Podigal"
3. Orissa	DD-6 Oriya (RLSC)
4. West Bengal	DD-7 Bangla (RLSC)

5.	Andhra Pradesh	DD-8 Telugu (RLSC)
6.	Karnataka	DD-9 Kannada (RLSC) "Chandana"
7.	Maharashtra	DD-10 Marathi (RLSC) "Sahyadri"
8.	Gujarat	DD-11 Gujarati (RLSC)
9.	J & K	DD-12 Kashmiri
10.	North-Eastern Region	DD-13 Assamese & North-East
11.	Rajasthan	DD-14 Rajasthan State Network
12.	Madhya Pradesh	DD-15 Madhya Pradesh State Network
13.	Uttar Pradesh	DD-16 Uttar Pradesh State Network
14.	Bihar	DD-17 Bihar State Network
15.	Punjab	DD-18 Punjabi
Nation-wise Channels		
16.	DD-1	National Network* with regional downlinking also.
17.	DD-2	Metro Network*
18.	DD (News & Current Affairs)**	
19.	DD (Sports)**	
20.	DD-Gyan Darshan (Educational)**	

International

21. DD (World)**

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*Terrestrial & Satellite
**Only Satellite
RLSC—Regional Language Satellite Channels.

(d) Prasar Bharati has informed that they have initiated a number of steps, within the parameters of Public Broadcaster, to increase its revenue generation. The steps include adopting a proactive and market friendly approach towards producer, advertiser, advertising agencies and sponsoring bodies, functional autonomy to regional centres with regard to commercial matters, establishment of an inhouse Marketing Wing in Mumbai to ensure effective marketing of programmes etc.

Advertisements of liquor and tobacco on DD

†841. DR. A.K. PATEL: Will the MINISTER OF INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have constituted any high level Committee to stop the advertisements of liquor and tobacco on television;

(b) if so, the recommendations submitted by the said Committee to Government, so far; and

(c) the action Government propose to take in this regard?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) No, Sir.

(b) Does not arise.

(c) The Govt. has amended the Cable Television Networks Rules, 1994 on 8.9.2000 prohibiting advertisements which *inter-alia* promote, directly or indirectly, production, sale or consumption of cigarettes, tobacco and liquor products. The prescribed

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†Original notice of the Question was received in Hindi.